

MEDIASET *españa.*

FIRST QUARTER 2022 RESULTS

January – March 2022

MEDIASET *españa.*



Madrid – May 11th 2022

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Conference Call / Web cast details

11th May 2022 at **18:30 CET (17:30 UK Time)**

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You will also be able to connect via **webcast** with this link:

<https://edge.media-server.com/mmc/p/9yrstze2>

Or through our **IR homepage**:

<http://www.mediaset.es/inversores/en/>

I. FINANCIAL AND OPERATING HIGHLIGHTS

mill. EUR	IQ2022	IQ2021	Var (%)
Total net revenues	188,0	184,0	2,2%
Total operating costs	(153,7)	(132,6)	15,9%
EBITDA Adj. ⁽¹⁾	34,3	51,3	(33,1%)
EBITDA margin	18,3%	27,9%	
EBIT	29,9	47,1	(36,7%)
EBIT margin	15,9%	25,6%	
NET PROFIT	23,7	36,7	(35,4%)
EPS ⁽²⁾	0,08	0,12	
Free Cash - Flow	80,0	84,6	
Net Cash/ (Debt) Position	312,2	95,6	

(1) EBITDA Adj, includes TV rights consumption (2) excluding any treasury shares as at 31.01

- As per **Infoadex** figures, the total **Audio-visual market**,¹ in the first quarter 2022 was **€719.6 million** which represents an increase of **+5.5%** compared to the same period 2021 (€682.0 million). The **TV advertising market** was **€383.7 million (+1.1%)** and **Digital market**², **€335.9 million (+11.1%)**. During the quarter **Mediaset España**, as per the above figures, obtained a **24.1% market share in the Audio-visual Market** and **41.7% market share in the Television market**.
- Total net revenues** in the period amounted to **€188.0 million** compared to **€184.0 million** from the same period last year (+2.2%).
- Mediaset España** registered an **EBITDA** of **€34.3 million** in the period representing **18.3% EBITDA margin**.
- Net profit** reached **€23.7 million** representing **EPS of €0.08**.
- Mediaset España's Net cash position** as of **31st March 2022** was **€312.2 million** and **Free Cash Flow** generation in the period amounted to **€80.0 million**.
- Mediaset España** obtained **26.4% TV audience share** in the **first quarter 2022** and **29.5% commercial target**, both in total individuals' total day.
- In internet, **Mediaset España** registered a **monthly average of 18.2 million unique users** in the period and an average of **435.6 million videos streamed/month** (Source: ComScore Multiplataforma).
- On March 15th **MFE-Mediaforeurope NV** launched a **voluntary tender offer** to acquire **Mediaset España** minorities (138.763.426 shares).
- After the above announcement, **Mediaset España** revoked the resolution of the **buyback program** adopted on February 23rd, 2022.

¹ Audiovisual Advertising Market= TV+ Digital Market)

² Digital Market= Websites+ Redes Sociales (as per Infoadex)

2. OPERATING KPI's

2.1 TV CONSUMPTION

The daily average total TV consumption³ per person per day, 4 years old +, reached a total of **214 minutes per person/per day in the first quarter 2022**, compared to the 247 minutes/ per person/per day from the same quarter 2021.

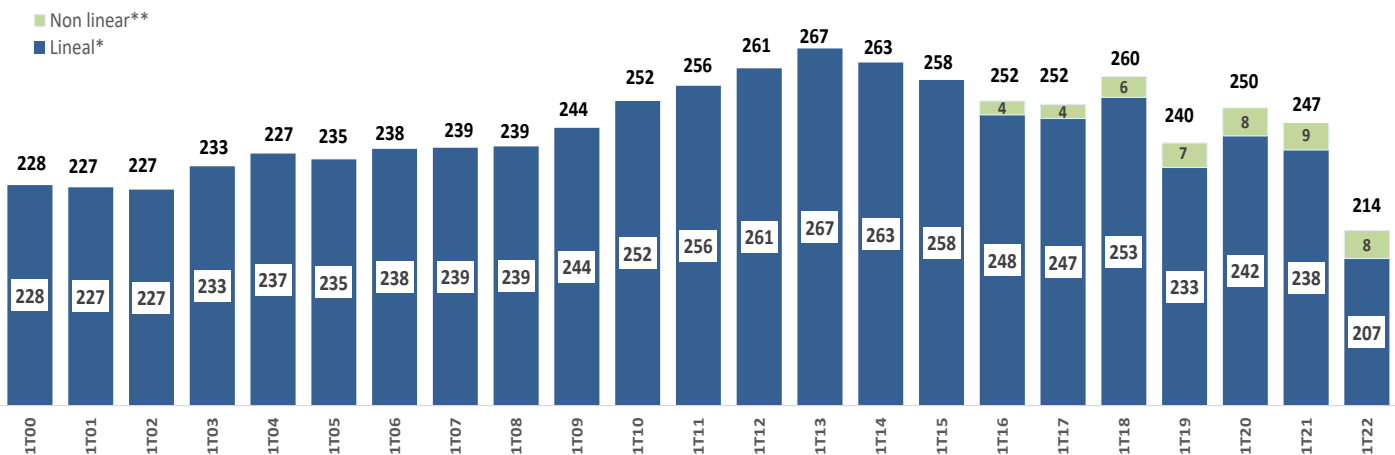
The difference in TV consumption between the two quarters is mainly due to the situation caused by the Covid-19 pandemic. In the **first quarter 2021 there were still social restrictions and lockdowns** due to the **spike in Covid-19 infections that took place after Christmas 2020**, and which saw the country enter the third wave of the pandemic. On the other hand, in **the first quarter 2022** most of the social restrictions were removed, causing TV consumption to resume a more normalised level.

Linear consumption⁴ in the quarter was **207 minutes**, compared to the 238 minutes from the first quarter 2021. The **linear TV consumption** represents **96.3% of the total TV consumption** in the period.

Non Linear consumption⁵ (Time shift viewing) in the same period amounted to **8 minutes/per person/day**, representing **3.7% of the total TV consumption**.

The above figures **do not include television viewed** on devices such as tablets, phones, computers, etc...

1T TV Consumption 2000-2022



Source: Kantar Media.

³ Total TV Consumption= Linear Tv + Non Linear/Time shift. Doesn't include viewing time on Tablets, PCs, and Mobiles etc.

⁴ Linear: Includes Guests TV consumption (TV consumption from friends, family etc. visiting, measured since March 2017) and second homes since 2020.

⁵ Non Linear/Time shift.- is the consumption within the 7 days after the first broadcast on television

2.2 AUDIENCE SHARE

	Jan-March' 22		Jan-March'21	
	Total Individuals	Commercial Target	Total Individuals	Commercial Target
MEDIASET ESPAÑA				
Total Day	26,4%	29,5%	27,8%	29,6%
Prime Time	24,6%	27,6%	25,6%	27,9%
TELECINCO				
Total Day	12,8%	14,1%	15,1%	15,3%
Prime Time	11,2%	12,7%	13,9%	14,8%
CUATRO				
Total Day	5,5%	6,5%	5,1%	5,8%
Prime Time	5,8%	7,1%	5,2%	6,2%
DIVINITY				
Total Day	1,9%	1,6%	1,9%	2,0%
Prime Time	2,1%	1,5%	1,4%	1,5%
BOING				
Total Day	0,8%	0,7%	0,9%	0,8%
Prime Time	0,7%	0,6%	0,7%	0,7%
ENERGY				
Total Day	2,2%	2,5%	1,9%	2,0%
Prime Time	1,9%	2,1%	1,6%	1,6%
BE MAD tv				
Total Day	0,6%	0,6%	0,7%	0,8%
Prime Time	0,5%	0,6%	0,6%	0,7%
FDF				
Total Day	2,6%	3,5%	2,3%	2,9%
Prime Time	2,5%	3,0%	2,1%	2,4%

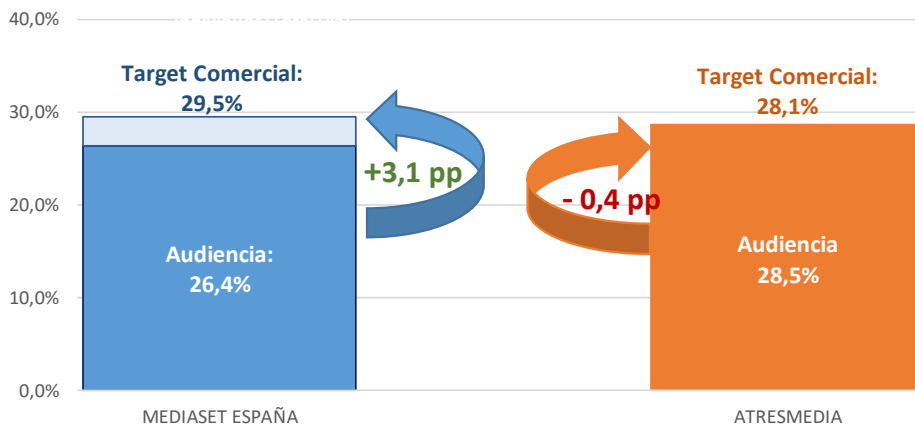
Source: Kantar Media.

Mediaset España Group reached 26.4% audience share in total individuals/total day in the first quarter 2022 whilst in prime time it obtained 24.6% audience share. In the same period, the Groups achieved 29.5% commercial target⁶ in total individuals/total day and 27.6% in Prime Time.

This is an excellent audience to commercial target conversion of +3.1 pp in total day and +3.0pp in Prime Time. This compares to its main competitor that converts negatively (-0.4pp in both Total day and Prime time).

⁶ Commercial Target: includes individuals (16-59) from populations of more than 10,000 inhabitants and belonging to all but the lowest socio-economic indices. The commercial target is the most valued part of the audience and therefore advertisers are willing to pay higher prices for it.

AUDIENCE SHARE TO COMMERCIAL TARGET CONVERSION: Total Individuals/Total Day



Source: Kanter media. Data Total Individuals/Total da January-March 2022

The **Group’s main channel, Telecinco**, in the first quarter 2022 registered **12.8% audience share in total individuals’ total day and 14.1% in commercial target**.

Again, the **Telecinco** channel obtained an **excellent conversion from audience to commercial target of +1.3pp** in total day and **+1.5pp in Prime Time** compared to its main competitor’s negative conversion of -2.1pp in Total Day and -1.2pp in Prime Time.

The **Cuatro channel, on the other hand** registered a **5.5% audience share in total individuals / total day in the quarter**, whilst in **prime time it obtained 5.8% audience share**.

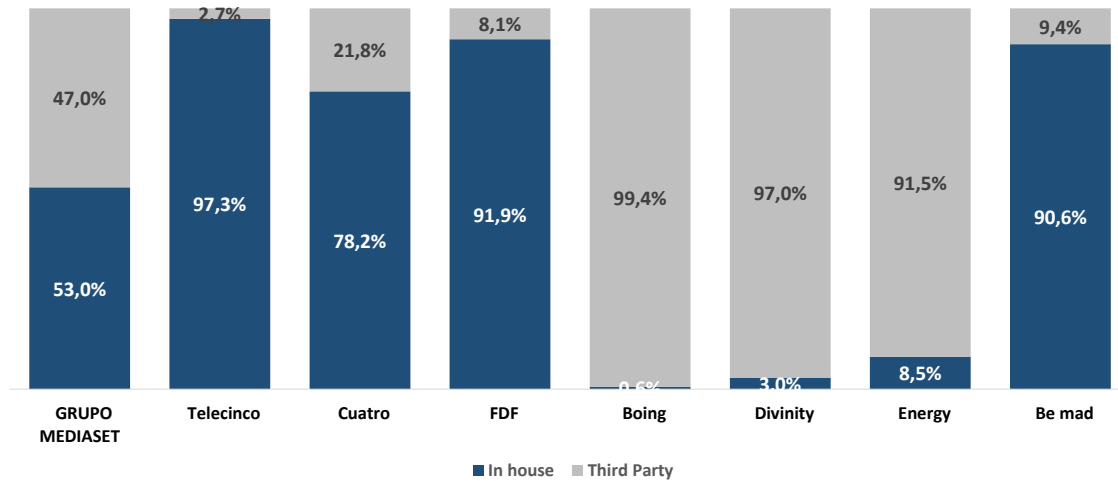
It also obtained **6.5% commercial target in total individuals/total day and 7.1% in prime time**. **The Cuatro channel shows a good audience to commercial target conversion of +1.0pp in daytime and +1.3pp in Prime Time**.

Some of the **Group’s best performing programmes** of the quarter were: **“La isla de las tentaciones”** (2.1 million viewers) which also obtained the best programme commercial target within the entertainment programmes at its broadcast time (21.7%), **“Montealto: regreso a la casa”** (1.7 million viewers), **“Viva la vida”** (1.4 million viewers).

Also, the **Copa del Rey semi-final football matches** broadcasted in the quarter obtained good audience results: **Valencia-Athletic de Bilbao** (2.9 million viewers) and **Real Betis - Rayo Vallecano** (2.8 million viewers).

2.3 CONTENT MIX

In the first quarter 2022, Mediaset España's in-house production represented 53.0% of the Group's total broadcasted hours, compared to the 54.0% from the same quarter last year (-1.0pp). Third party rights, on the other hand, represented 47.0% of the total broadcasted hours in the Group. The distribution of in-house and third party broadcasted hours during the quarter amongst the Group channels, was as follows:



The **Telecinco** channel devoted **97.3%** of its broadcasting hours to **in-house production**, this is an increase of **+3.8 pp** compared to the same period last year (**93.5%**). The **Cuatro** channel, on the other hand, **allocated 78.2%** of its broadcasting hours to **in-house production**, a **+0.9 pp** in comparison with the same period **2021 (77.3%)**.

The **two main channels, Telecinco and Cuatro** combined, representing an **audience of 18.3%** (69.3% of the total of the Group), **have devoted 87.8% of their broadcasted hours to in-house production** in the quarter, of which **70.0% is content provided by the Group and associated & participated companies**.

2.4 ASSOCIATED & PARTICIPATED PRODUCTION COMPANIES

Mediterráneo⁷ is the company that groups together all Mediaset España's stakes in different **production companies** and **supports a large number of in-house broadcasted hours**. **As of March 31st, 2022, the Group had 7 associated and 2 participated production companies**, all of which are specialised in providing different types of content such as: Talk Shows, Realities, Fiction series, sports, news etc..

The **associated production companies** of the Group are: **Producciones Mandarina**, (30.0%), **La Fábrica de la Tele** (30.0%), **Alea Media** (40.0%), **Bulldog** (30.0%), **Alma Producciones** (30.0%), **Unicorn** (30.0%) and **Fenix Media Audiovisual** (40%).

The **participated companies** of the Group in 2021 were: **Supersport**, (62.5%) and the site **El Desmarque**, (80%). Both companies provide sports contents, the second one specialised in native digital content.

The **Group** also has its cinema production company, **Telecinco Cinema**, where it holds a **100%** share as well as **Megamedia** (100%), a company specialised in providing content and services in the digital arena.

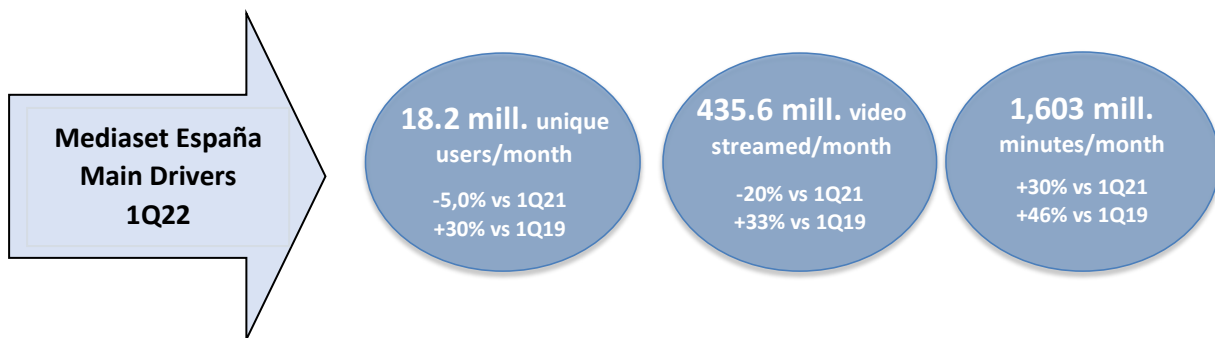
⁷ *Mediterráneo Mediaset España Group.*

2.5 INTERNET

In the first quarter 2022, the **internet video consumption** reached **39 minutes per person/per day** for **total Individuals** representing **15.4%** of the **total daily average audiovisual consumption** (253 minutes per person/per day⁸), of which **214 minutes per person/per day** is television consumption. As per the aforementioned figures, TV consumption **represents 84.6%** of the total daily audiovisual consumption.

In the first quarter 2022, in internet, **Mediaset España** recorded a **monthly average** of: **18.2 million unique users**, **435.6 million videos streamed** and **1,603 million minutes per month**.

Mediaset España internet users, have increased the time they spent in the Group’s digital offer by **36%**, to **88.1 minutes per user/per month** in the first quarter 2022 from **64.6 minutes per user/per month** in the first quarter 2021. This is a clear demonstration of the **high engagement of Mediaset España users** and the **successful digital content strategy** of the company.



Source: Comscore Multoplataforma.

Mitele, Mediaset España’s OTT platform, **leads the audiovisual consumption of the Group** in the quarter, reaching an average of **253.4 million videos streamed/month** in the first quarter 2022, an outstanding performance well above pre-pandemic levels (**+29% vs 1Q19**).

In the first quarter 2022, the Group has **increased the digital coverage of its TV programmes**. As part of this strategy the Group **have pre-released some of its TV programmes and series on Mitele Plus**, the pay OTT platform of the Group, among these programmes were: reality show “**Idol Kids**”, soap operas like: “**Luz de esperanza**” “**Huerfanas**” or programmes such as: “**Julián Muñoz: No es la hora de la venganza, es la hora de la verdad**”.

At the same time the Group **made a strong commitment to digital content** and premiered its first **transmedia reality show**, “**Celebrity game over**”, which was first broadcast on the Group’s digital pay platform, and was later broadcast on **Mtmad**, the **Group's digital native content channel**.

Also in this quarter, Mediaset España **has launched the first two video games** from the **Mediaset Games** label, based on the films of the same name by Telecinco Cinema: “**Way Down**” and “**Malnazidos**”. Both video games are a production of **Mediaset Games** and PlayStation Spain.

Regarding the **social networks**, Mediaset España has generated 7.8 million comments in the quarter, **representing 72% of the total TV comments in the Spanish social media universe**. Also, **Telecinco is the leading TV channel** on all social networks in terms of users as well in terms of interactions.

⁸ Source: Comscore (Internet), Kantar (TV) y Publiespaña

3. PROFIT AND LOSS ACCOUNT

mill. EUR	IQ2022	IQ2021	Var (%)
Gross Advertising Revenues	175,1	171,0	2,4%
Mediaset España's Media	168,6	167,0	0,9%
Third Party Media	6,5	4,0	62,3%
Commission	(7,8)	(7,2)	9,2%
Net advertising revenues	167,2	163,8	2,1%
Other revenues	20,8	20,1	3,2%
Total Net Revenues	188,0	184,0	2,2%
Rights Amortisation	(27,9)	(18,1)	54,8%
Personnel	(31,7)	(30,3)	4,6%
Other operating costs	(94,0)	(84,2)	11,6%
Total Costs	(153,7)	(132,6)	15,9%
EBITDA	34,3	51,3	(33,1%)
<i>EBITDA Margin</i>	18,3%	27,9%	
Other amortisations, provisions	(2,3)	(1,9)	19,9%
Amortisation PPA	(2,2)	(2,2)	(4,4%)
EBIT	29,9	47,1	(36,7%)
<i>EBIT Margin</i>	15,9%	25,6%	
Equity Cons. Results and Depr. Fin. Assets	0,5	0,6	(10,0%)
Financial results	(0,6)	(0,4)	-
Pre-tax Profit	29,8	47,4	(37,1%)
Income taxes	(5,8)	(10,3)	(43,6%)
Minority interests	(0,3)	(0,4)	(26,5%)
Net Profit	23,7	36,7	(35,4%)
<i>Net Profit Margin</i>	12,6%	20,0%	
EPS (excluding Treasury shares)	0,08	0,12	

In the first quarter 2022 the Audiovisual⁹ advertising market, as per Infoadex, was €719.6 million, an increase of +5.5% vs 1Q 21.

⁹ Audiovisual Advertising Market= TV ad market+Digital (Web Sites+Redes Sociales as per Infoadex)

TV advertising market, on the other hand, was **€383.7 million**, +1,1% vs 1 Q21 despite the fact that relevant sectors, such as **Automotive, Telco and Finance**, have not yet resumed the bulk of their advertising investment.

Digital advertising market was in the quarter **€335.8 million** an increase of **5.5%** compared to the same quarter last year.

It is worth noting the **worsening of the geopolitical and economic situation** starting the end of February with the beginning of the war in Ukraine. In addition, in March there was an important **transport strike** in Spain due to the **sharp rise in fuel prices**. All the above affected the performance of the advertising market that was weaker in the quarter than initially expected.

As per **Infoadex** figures, in the first quarter 2022, Mediaset España obtained an **audiovisual market share of 24.1%**¹⁰ (vs 25.0% from 1Q 2021) and lead in the **TV advertising market with a share of 41.7%** as per Infoadex.

- **Gross Advertising Revenues in the first quarter** 2022 were **€175.1 million**, an increase of **+2.4%** in comparison with the same period 2021 (**€171.0 million**). A breakdown of the revenues is as follows:
 - ✓ **Gross Advertising Revenues of Mediaset España's Media** includes advertising revenues from, **Internet, Teletext** and the **Group's 7 TV channels: TELECINCO, CUATRO, FACTORIA DE FICCIÓN, BOING, DIVINITY, ENERGY, BE MAD and HBBTv**. These revenues amounted to a **€168.6 million** in the period, which compares to the **€167.0 million** from the same period last year (+0.9%).
 - ✓ **Gross third-party media revenues** in the quarter amounted to a total of **€6.5 million**, compared to **€4.0 million for the same period last year (+62.3%)**. The revenues from **Be a Lion** increased 1.75x compared to the same quarter 2021 whilst the **outdoor media advertising (OOH)** is improving after the upturn of the Covid19 situation.

In the quarter, **Mediaset España digital advertising revenues** had an excellent performance posting a growth of **+23.9%** compared to the **+11.1% performance of the Digital advertising market in the same period**.

- **Advertisement commissions in the quarter**, amounted to **€7.8 million**, representing **4.4%** over gross advertising revenues.
- **Net advertising revenues**, after commissions, amount to a total of **€167.2 million** compared to **€163.8 million** from 2021 (+2.1%).
- **Other Revenues**, include **non-advertising** income from **content sales, internet, Mitele Plus subscriptions, services provided for third parties etc**. These revenues reached **€20.8 million** in the first quarter 2022 which is an increase of **+3.2% compared to the same quarter 2021**, whilst compared to pre-covid levels they **have increased by +71.6%** (vs 1Q 19). Most of the revenues in the period January-March 2022 came from the **content sales and subscriptions to Mitele Plus, the Group's OTT Pay Platform**.

¹⁰ Source: Publiespaña and Infoadex

Cine activity is recovering although it still far from normalised levels. In this quarter, Mediaset España premiered one film “**Malnazidos**” on March the 12th 2022 compared to no premiers in the same quarter 2021.

- **Total Net Revenues** for the period amounted to **€188.0 million**, compared to **€184.0 million** from the same quarter last year **(+2.2%)**.
- **Total Costs** for the period were **€153.7 million** compared to the **€132.6 million** from the first quarter 2021, a quarter, 1Q21 that **was highly impacted by the Covid19 pandemic** and cannot be taken as a benchmark. Also 2021 **concentrated almost all its programming costs** in the months of June and July due to the broadcast of the **Euro2020**.

The Group has presented in the first quarter 2022, a varied television programming grid with a wide offer of content from fiction series like “**Entrevias**” to reality shows like “**Idol kids**”, “**La isla de las tentaciones**” as well as football matches from “**Copa del Rey**” competition. A programming grid more in line with pre-covid periods.

- In the first **quarter 2022 Mediaset España** obtained an **EBITDA** of **€34.3 million**, representing a **margin of 18.3%**.
- **EBIT** for the period reached **€29.9 million** representing a **margin of 15.9%**.
- **Mediaset España** obtained a **Net Profit** of **€23.7 million in the quarter**, representing **EPS of €0.08**.

4. CAPEX

mill. EUR	IQ2022	IQ2021	Var (%)
Third party	29,8	26,2	13,9%
Fiction	6,1	4,4	39,2%
Co-Produccion/Distribution	2,4	1,9	31,3%
Tangible and Intangible Fix Assets	0,9	0,2	289,6%
Total Capex	39,3	32,7	20,3%

Total Net Investment for the Group in the first quarter 2022 reached a total of **€39.3 million**, compared to **€32.7 million** from the same quarter 2021, an increase of +20.3%.

The Group invested in **third party rights €29.8 million** and **€6.1 million** in local fiction.

Production/Distribution net investment in the quarter was **€2.4 million** whilst **Tangible fixed assets**, reached **€0.9 million** in the quarter.

The increase in the content investment of the Group **proves the company is resuming its production content activity** towards a more normalised level.

5. BALANCE SHEET

Mediaset España's balance sheet as at 31st of March 2022, is as follows:

mill. EUR	<u>March 2022</u>	<u>December 2021</u>
Financial	671,5	745,6
Fixed Asstes	206,4	210,7
Audiovisual rights	152,8	142,3
Third parties	80,3	62,2
Fiction	44,0	50,8
Co-production / Distribution	28,5	29,3
Tax Asset	49,7	49,6
TOTAL NON-CURRENT ASSETS	1.080,4	1.148,2
Current assets	189,8	267,0
Financial investments and cash	339,1	293,1
TOTAL CURRENT ASSETS	528,9	560,0
TOTAL ASSETS	1.609,3	1.708,2
Shareholders`equity	1.234,9	1.275,5
Non-current provisions	11,5	12,8
Tax Liabilities	60,5	58,9
Financial Debt	25,4	25,4
Non Current Other Liabilities	38,2	48,2
TOTAL NON-CURRENT LIABILITIES	135,6	145,3
Current payables	237,3	252,9
Other current liabilities	0,0	33,2
Current financial liabilities	1,5	1,3
TOTAL CURRENT LIABILITIES	238,8	287,5
TOTAL LIABILITIES	1.609,3	1.708,2

6. CASH FLOW GENERATION

Mediaset España's Operating Free Cash Flow in the **first quarter 2022**, was **€80.0 million** compared to the same quarter 2021 (**€84.6 million**).

The **Operating Free Cashflow** still positively impacted by a lower than usual investment in content and the exceptional **strong working capital** as a result of the situation caused by Covid-19.

The **net cash position** at the end of March reaches **€312.2 million**.

mill. EUR	<u>IQ2022</u>	<u>IQ2021</u>	<u>Var (M€)</u>
Net profit	24,0	37,1	(13,1)
Amortisation:	33,3	23,1	10,2
Rights	27,9	18,1	9,9
Other	5,4	5,0	0,4
Provisions	(0,6)	(0,8)	0,2
Other	0,3	8,5	(8,2)
OPERATING CASH FLOW	57,0	67,9	(10,9)
Investment in rights	(38,3)	(32,4)	(5,9)
Investments, other	(0,9)	(0,2)	(0,7)
Change in working capital	62,2	49,3	12,9
OPERATING FREE CASH FLOW	80,0	84,6	(4,6)
Own stock purchase	0,0	0,0	0,0
Change in Equity	0,0	(1,9)	1,9
Financial investments/disinvestments	(34,1)	(110,3)	76,2
Dividends received	0,0	0,0	0,0
Dividend payments	0,0	0,0	0,0
Net Cash Change	45,9	(27,6)	73,5
INITIAL FINANCIAL POSITION	266,3	123,2	143,1
FINAL FINANCIAL POSITION	312,2	95,6	216,6

7. EVENTS FOLLOWING THE CLOSE OF THE PERIOD

April 29th the CNMV announced the admission for processing of the application for authorisation of the takeover bid submitted by MFE-Mediaforeurope NV for Mediaset España Comunicación, S.A.

April 20th took place the AGM where all the proposed resolutions were approved.

8. DEFINITION OF APMs

The **Mediaset España Group's financial information** contains magnitudes in accordance with current accounting regulations, as well as other measures that have been prepared according to the Mediaset España Group's Reporting model, i.e., **Alternative Performance Measures (APM)**.

These measures are **considered as complementary magnitudes** with respect to those presented in accordance with the **International Financial Reporting Standards (IFRS)**.

APMs are important for **financial information** users as they are the measures used by Mediaset España's Management to evaluate financial performance, cash flows, financial situation or operational and strategic decision making. Its **purpose is to promote the publication of transparent, impartial and comparable financial information** to allow users a better understanding of its financial position and results.

Net Revenues:

Total revenue includes the Group net of discounts and rebates.

Adjusted EBITDA:

("Earnings before Interest, Tax, Depreciation and Amortisation") is an indicator that measures the companies operating margin before deducting interest, taxes, impairments and amortisation.

They are based on the operating benefits to which the provisions for the amortisation of tangible and intangible assets are added, as well as the variations in the working capital provisions.

Due to the specific nature of the business, the consumption of audio-visual rights is included in the operating expenses even though their accounting treatment is amortisation of intellectual property.

Free Operating Cash Flow:

Measures the generation of monetary resources corresponding to operating and investment activities, and is used to evaluate the funds available for dividend payments to shareholders or for future investment activities.

Generated Cash Flow:

Corresponds to the cash from the operating and investment activities that, once deductible, dividend payments, interest on financing and treasury stock determine the Group's financial variation.

Liquidity or Net Financial Position:

The Group measures the liquidity or Net Financial Position as the sum of "Cash and other equivalent liquid assets" of other current financial assets and short and long-term credit lines arranged at the end of the period corresponding to loans granted by financial entities with terms, amounts and other conditions agreed in the contract.

Net Investments:

These APMs are used by the Group's Management to measure the investment activity of each period, and corresponds to those operating investments made by the same and net of divestments. It includes that corresponding to joint ventures and other companies operationally managed as such.

Coverage Ratio:

The active / passive liquidity coverage ratio is calculated by dividing Current Assets between Current Liabilities, and is used to determine the number of times the Group could face the maturities of short-term commercial debt with the outstanding debt and the current liquidity.

9. CONTACT US

Corporate web site:

www.mediasset.es

Investor relations department contact details:

Telephone: (00 34) 913 588 717 (ext. 4)

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Address:

INVESTOR RELATIONS

MEDIASET ESPAÑA COMUNICACIÓN, S.A.

Calle Federico Mompou, nº 5 bis, 28050 – MADRID